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Venture Vortex Version 1.0 Project Plan

Venture Vortex Web-Site

DRAFT



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Overview

Overall Goals for Version 1

1. Slipstream on existing sites.
2. Organized in a way that makes sense for the entrepreneur.
3. Include

Overall Goals for Version 2 Research

1. The research for version 2.0 needs to happen in parallel with the version 1 project, and should be completed at around the same time (Mid to late January)
2. Develop a working conceptual model of what the site should do, what kind of interactions between participants there should be, and how to facilitate those participations.
 - 2.1. This means understanding those participants better, doing research and surveys of their needs, and setting up pannels (done in coordination with VV)
 - 2.2. Lots of interaction and feedback with VV (what mechanism for that) and representative user community.
3. Research different technologies, components and partnerships that could be used to accomplish this.
4. Develop a functional prototype (interactive, but not fully functional - just front end, no back-end, somewhat more than a glorified powerpoint presentation, but less than a true prototype)
5. End result are the document describing the model, the functional prototype, and a high level cost estimate and project plan. This will be used to gather funding for version 2.0 and to bring in partners.)

Version 1.0 Features:

Overall Framework:

The conceptual framework for the site is a Venture Creation Roadmap – a way of organizing the content by where in the venture creation process the user is.

Feedback from entrepreneurs would be used to create this roadmap and the types of questions an entrepreneur would ask (or should ask) in that phase. A number of Use Case scenarios would be developed, with navigation paths for those Use-Cases.

Section Areas:

For each section/stage on the roadmap:

- On-site content from partners (integration method needs to be worked out. Could be fairly static posting or dynamic feed)
- Links to content from other sources (combination of static references and dynamic search)
- Forums/Bulletin Boards
- Links to expert communities (can be private labeled)
- facility for doing user surveys (useful for gathering data, also useful for autogenerating content)
- opt-in e-mail lists relevant to the section (Examples – garage.com. and technology patners Great customer retention tool, relatively easy to do)

Site wide:

- submission of business plans for review/peer review
- login/registration for additional features ...
- site search

With the roadmap at the start – you can build out the feature sets, make it more interactive as you build out. This format will naturally provide for integration of new features such as collaboration software and other more complex interaction systems that can be integrated over time or as a full version 2.0.

Revenue Sources:

There are a number of possible revenue sources that come out of these features for version 1:

Handwritten note:
Needs - being
organized by
what it comes out for

Handwritten note:
include
something

1. Targeted advertising in opt-in e-mail, using a pay for performance mechanism. With high opt-in rates, click through rates (60 to 80%) and buy rates (7 to 8%), this is highly effective
2. Affiliate programs. Expert communities, software vendors, small business work sites, book vendors, etc. are all candidates for affiliate programs and pay referral fees on a pay for performance basis.
3. Banner ads. Currently the least effective way to generate revenues for a small site. This depends on number of impressions and click through rates, which have gone down significantly (currently about 0.5%) and are probably not a wise investment for a site of this size.

Hardware/Software Recommendations and Costs

For version 1, traffic and uptime requirements are expected to be moderate (under 5,000 unique visitors per day, 99% uptime). Based

Element	Provider	Estimated Cost
Colocated at Hosting Service	Concentric or other Tier 1	\$200-\$400 p
Web Server Hardware	Sun	\$10,000 or \$
Web server and database software	Apache and MySQL or Netscape and Oracle	Free \$2500 + \$20
Bulletin Boards	TBD	From Free to
Opt-in E-mail	TBD	\$5000
Banner Serving (OAS geotargeting?)	Realmedia	TBD

High level Project Plan

Resources:

Pathfinder Expects to use 7 people, of which:

- 1 full time PM
- 2 part time Architects/Business Analysis
- 2 full time Dev's
- 1 part time Web Dev for Project 2 prototyping
- 1 Graphical Designer full-time for 2-3 weeks.

Project Plan

Version 1.0 - Cost \$150K to \$200K		
Milestones	Start	Completions
Phase 1 -Requirements Phase	Mon 11/22/99	Tue 1/11/00
Phase 2 - Analysis Phase	Mon 12/6/99	Mon 1/10/00
Design Prototype	Tue 12/14/99	Fri 12/17/99
Phase 3 - Implementation Phase	Thu 1/6/00	Thu 3/23/00
Functional Prototype	Fri 1/21/00	Fri 2/11/00
Beta Testing	Mon 2/21/00	Thurs 3/23/00
Final Rollout	Thurs 3/23/00	Thurs 3/23/00
Version 2.0 Research - Cost \$70K to \$90K		
Research - features and functionality	Mon 11/22/99	Mon 1/31/00
Res arch - functional prototyp	Mon 11/22/99	Mon 1/31/00
Draft preliminary needs analysis document to include:	Mon 11/22/99	Wed 1/5/00
Description of target community	Mon 11/22/99	Fri 12/31/99

Description of how th site should drive community building	Fri 11/26/99	Mon 1/3/00
Draft technology recommendation document	Thu 12/2/99	Tue 1/4/00
Draft partnering recommnedations document	Thu 12/9/99	Wed 1/5/00
Draft Functional Specification	Wed 1/5/00	Fri 1/28/00